

1 of 6

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

THERESA FOR AMY

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	6A-7A		:30	\$700.00	08/15-08/17	6	1	6	\$4,200.00	
		Buyline Comment: NEWS										
	2	M-TU	6A-7A		:30	\$700.00	08/20-08/21	4	1	4	\$2,800.00	
		Buyline Comment: NEWS										
	3	M-TU	7A-9A		:30	\$1,400.00	08/20-08/21	4	1	4	\$5,600.00	
		Buyline Comment: TODAY SHOW										
	4	W-F	7A-9A		:30	\$1,400.00	08/15-08/17	6	1	6	\$8,400.00	
		Buyline Comment: TODAY SHOW										
	5	M-TU	9A-10A		:30	\$500.00	08/20-08/21	2	1	2	\$1,000.00	
		Buyline Comment: TODAY SHOW II										
	6	M-TU	10A-11A		:30	\$325.00	08/20-08/21	2	1	2	\$650.00	
		Buyline Comment: TODAY SHOW III										
	7	W-F	10A-11A		:30	\$325.00	08/15-08/17	3	1	3	\$975.00	
		Buyline Comment: TODAY SHOW III										

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	19	M-TU	4P-430P		:30	\$600.00	08/20-08/21	2	1	2	\$1,200.00	
		Buyline Comment: NEWS										
	20	M-TU	430P-5P		:30	\$700.00	08/20-08/21	2	1	2	\$1,400.00	
		Buyline Comment: NEWS										
	21	W-F	430P-5P		:30	\$700.00	08/15-08/17	3	1	3	\$2,100.00	
		Buyline Comment: NEWS										
	22	W-F	5P-630P		:30	\$1,000.00	08/15-08/17	6	1	6	\$6,000.00	
		Buyline Comment: NEWS										
	23	M-TU	5P-630P		:30	\$1,000.00	08/20-08/21	4	1	4	\$4,000.00	
		Buyline Comment: NEWS										
	24	W-F	630P-7P		:30	\$1,000.00	08/15-08/17	6	1	6	\$6,000.00	
		Buyline Comment: JEOPARDY										
	25	M-TU	630P-7P		:30	\$1,000.00	08/20-08/21	4	1	4	\$4,000.00	
		Buyline Comment: JEOPARDY										
	26	W-F	7P-730P		:30	\$1,000.00	08/15-08/17	3	1	3	\$3,000.00	
		Buyline Comment: WHEEL										
	27	M-TU	7P-730P		:30	\$1,000.00	08/20-08/21	2	1	2	\$2,000.00	
		Buyline Comment: WHEEL										
	28	M-TU	11P-1135P		:30	\$1,100.00	08/20-08/21	4	1	4	\$4,400.00	
		Buyline Comment: NEWS										
	29	W-F	11P-1135P		:30	\$1,100.00	08/15-08/17	6	1	6	\$6,600.00	
		Buyline Comment: NEWS										

Station KSNV-TV LAS VEGAS, NV.
Advertiser () .ROMNEY 4 PRESIDENT
Product ROMNEY FOR PRESIDENT
Estimate# 324
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //324
Flight Dates 08/15/2012 - 08/21/2012
Hiatus Weeks

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	30	M-TU	1135P-1235A		:30	\$425.00	08/20-08/21	2	1	2	\$850.00	
				Buyline Comment: TONIGHT SHOW								
	31	W-F	1135P-1235A		:30	\$425.00	08/15-08/17	3	1	3	\$1,275.00	
				Buyline Comment: TONIGHT SHOW								
	32	SA	6A-7A		:30	\$350.00	08/18-08/18	2	1	2	\$700.00	
				Buyline Comment: NEWS								
	33	SA	7A-9A		:30	\$625.00	08/18-08/18	2	1	2	\$1,250.00	
				Buyline Comment: SAT TODAY								
	34	SA	5P-630P		:30	\$650.00	08/18-08/18	3	1	3	\$1,950.00	
				Buyline Comment: NEWS								
	35	SA	630P-7P		:30	\$500.00	08/18-08/18	1	1	1	\$500.00	
				Buyline Comment: JEOPARDY								
	36	SA	7P-730P		:30	\$500.00	08/18-08/18	1	1	1	\$500.00	
				Buyline Comment: WHEEL								
	37	SA	9P-11P		:30	\$2,000.00	08/18-08/18	1	1	1	\$2,000.00	
				Buyline Comment: STARS/STRIPES								
	38	SA	11P-1130P		:30	\$1,100.00	08/18-08/18	2	1	2	\$2,200.00	
				Buyline Comment: NEWS								
	39	SA	5A-530A		:30	\$825.00	08/18-08/18	1	1	1	\$825.00	
				Buyline Comment: NEWS								
	40	SA	530A-6A		:30	\$825.00	08/18-08/18	1	1	1	\$825.00	
				Buyline Comment: NEWS								

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	41	SU	6A-7A		:30	\$325.00	08/19-08/19	1	1	1	\$325.00	
				Buyline Comment: NEWS								
	42	SU	7A-8A		:30	\$625.00	08/19-08/19	1	1	1	\$625.00	
				Buyline Comment: SUN TODAY								
	43	SU	8A-9A		:30	\$3,000.00	08/19-08/19	1	1	1	\$3,000.00	
				Buyline Comment: MEET THE PRESS								
	44	SU	9A-930A		:30	\$500.00	08/19-08/19	1	1	1	\$500.00	
				Buyline Comment: NEWS								
	45	SU	930A-10A		:30	\$500.00	08/19-08/19	1	1	1	\$500.00	
				Buyline Comment: CHRIS MATHEWS								
	46	SU	11P-1130P		:30	\$1,100.00	08/19-08/19	2	1	2	\$2,200.00	
				Buyline Comment: NEWS								

---REPORT TOTALS---

Report Totals: 128 / \$98,025.00

---SALES MONTHLY TOTALS---

Aug 12: 128 / \$98,025.00

Sales Totals: 128 / \$98,025.00

Station Totals: 128 / \$98,025.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$363,056	CATV	0%	KBLR	0%	KINC	0%	KLAS	47%	KSNV	27%
		KTNV	13%	KTUD	0%	KVCW	0%	KVMY	0%	KVVU	13%
		XXXX	0%								

Rep Order# 6841323 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/13/2012 11:24 AM
Last Received: 08/13/2012 10:21 AM
Showing Buylines: All Lines

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---COMPETITIVE COMMENTS---

SHARES ESTIMATED

Books NOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE